



# State of the Tourism Industry Monthly Report

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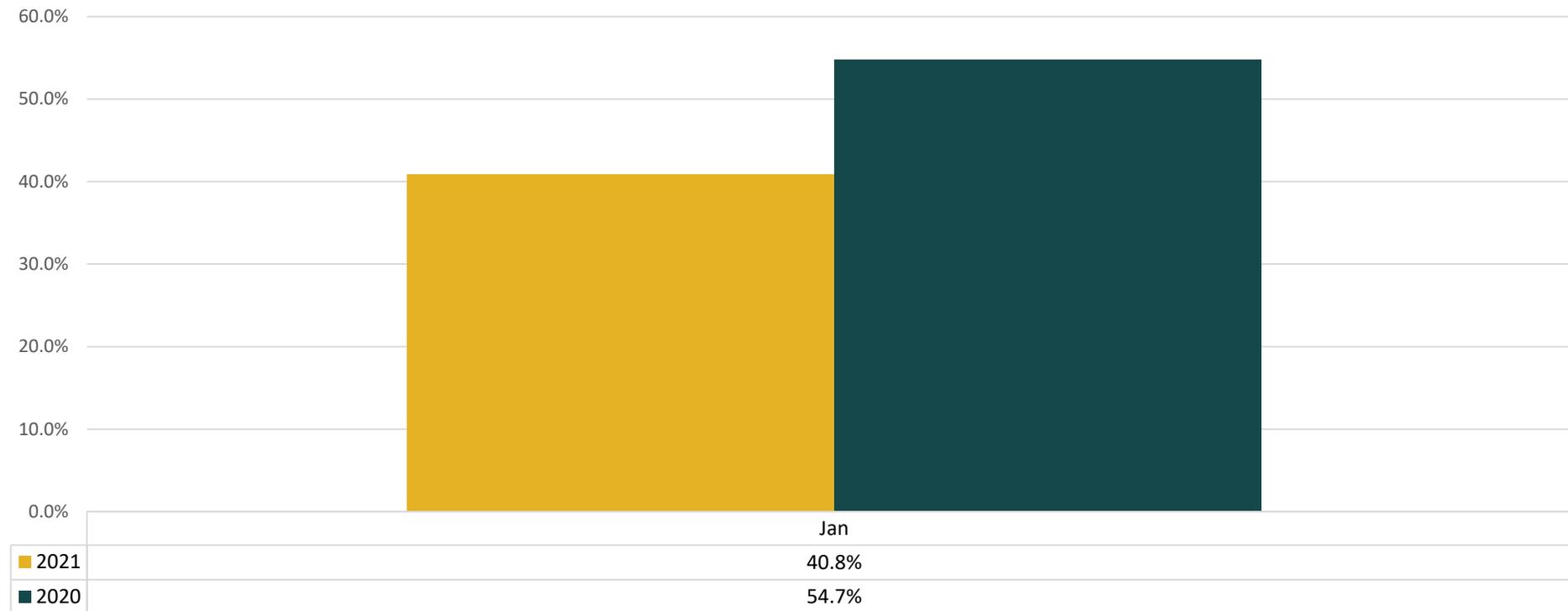
February 2021

**LOUISIANA**  
Feed Your Soul.



# Lodging

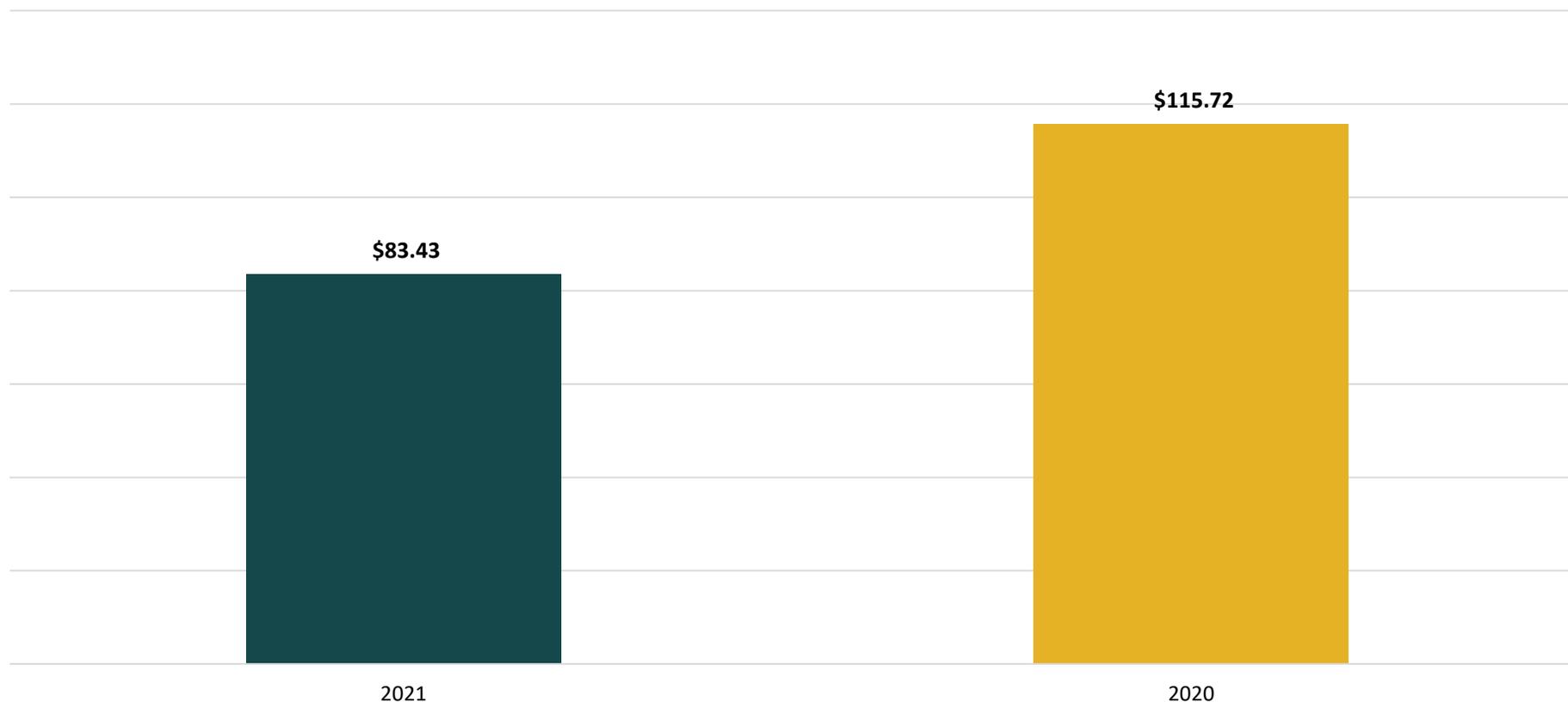
January Occupancy (%)



- Louisiana’s occupancy decreased by 25.4% over January 2020.
- Since last month (December), occupancy was up 5.4%.
- Louisiana’s occupancy increased by 53% since April.

(Source: STR)

## January ADR (\$)

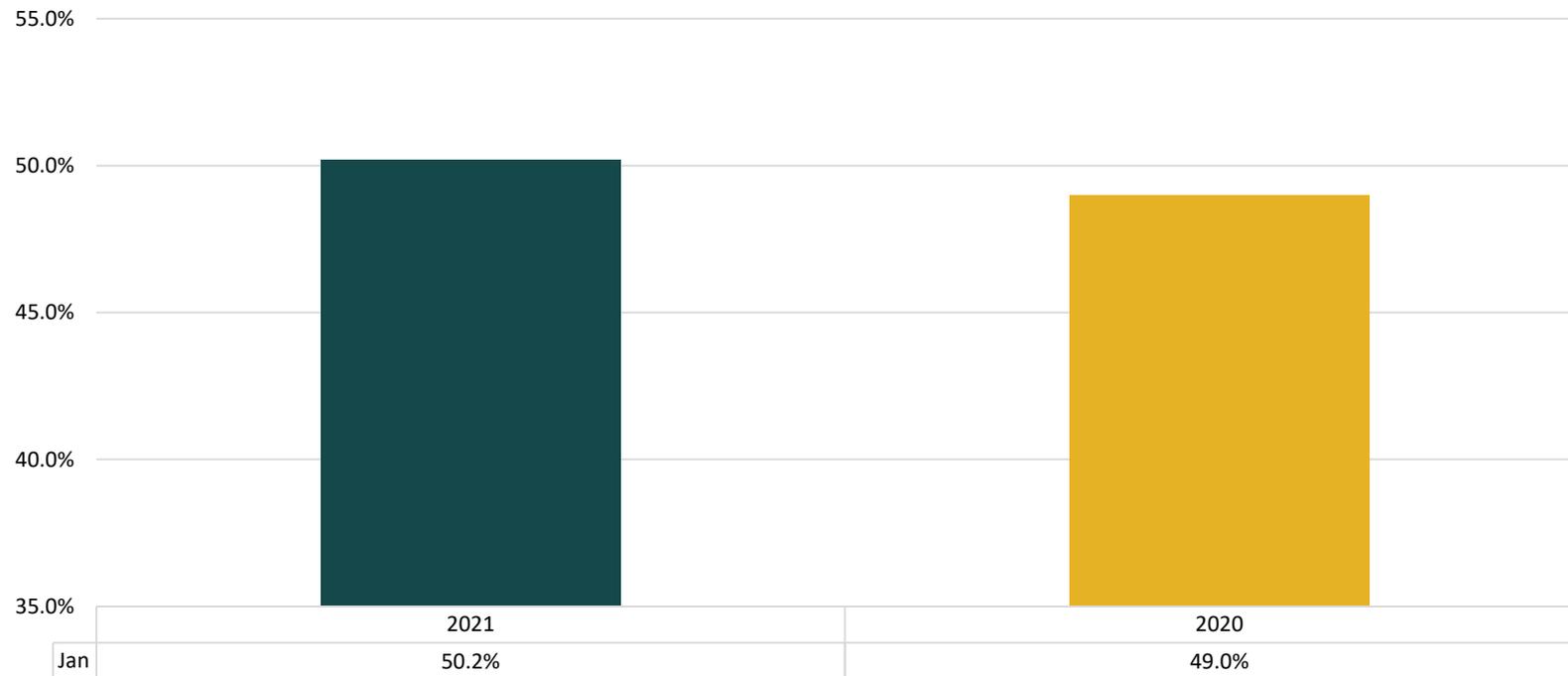


- Average daily rates (ADR) declined by 27.9% over January 2020.
- Since last month (December), ADR showed a slight 1.6% decrease.
- Louisiana's ADR is up 25% since April.

(Source: STR)

# Lodging (without New Orleans)

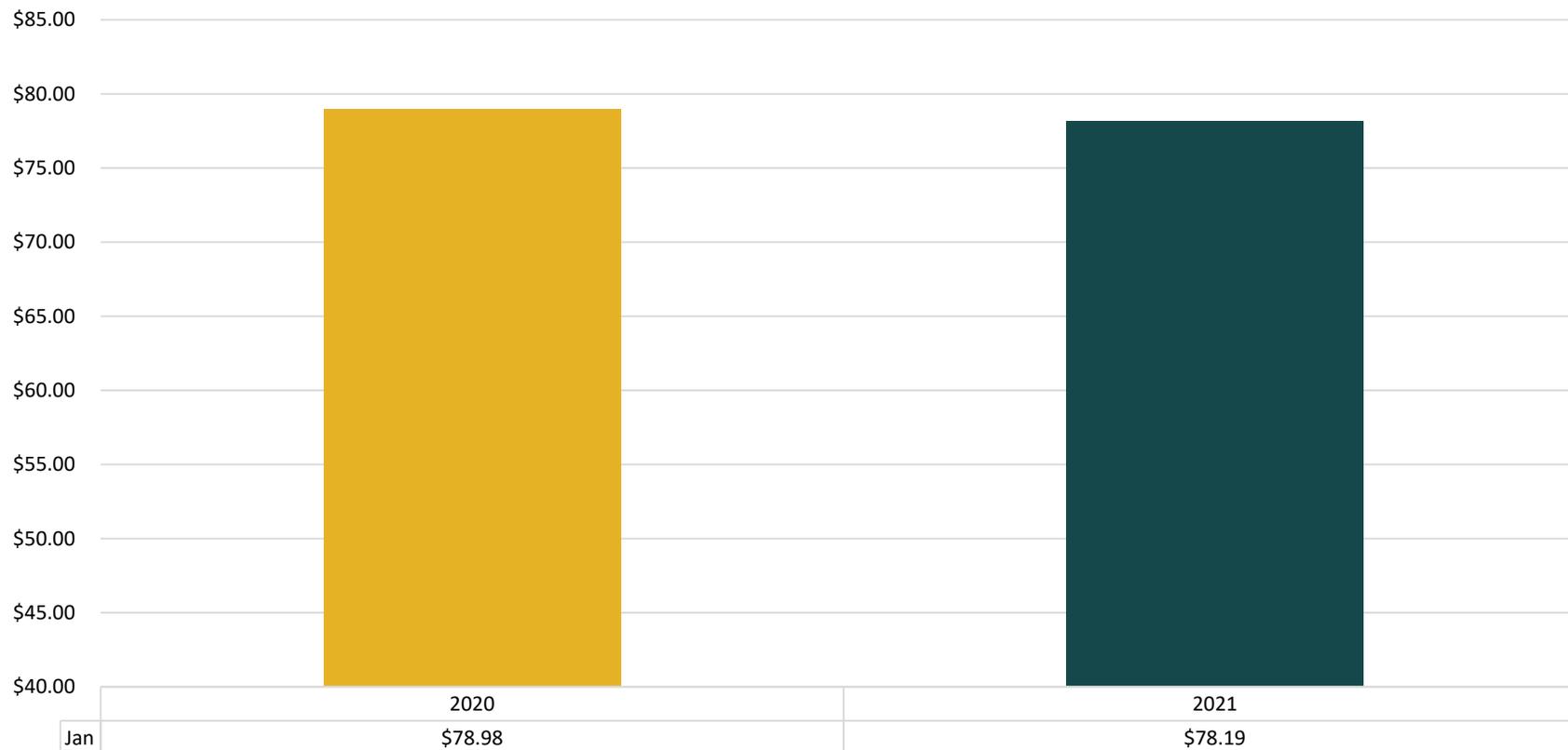
January Occupancy (%) without NOLA



- Louisiana’s occupancy, excluding New Orleans, slightly decreased by 2.4% over last January.
- New Orleans includes Orleans, Jefferson, St. Tammany, St. Bernard, Plaquemines, St. John the Baptist, St. Charles, & St. James Parishes

(Source: STR)

### January ADR (\$) without NOLA

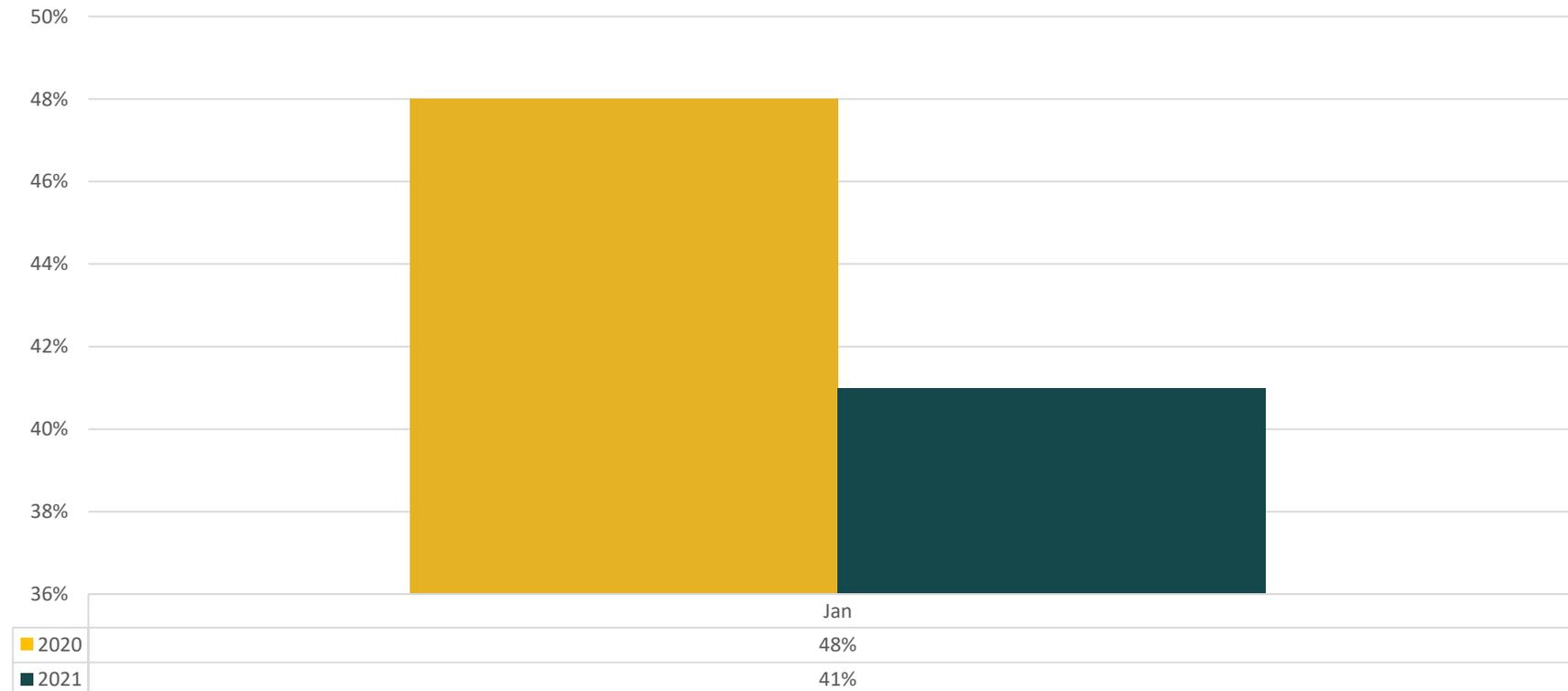


- Louisiana’s ADR, excluding New Orleans, was down 1% over last January.

(Source: STR)

# Short-Term Lodging

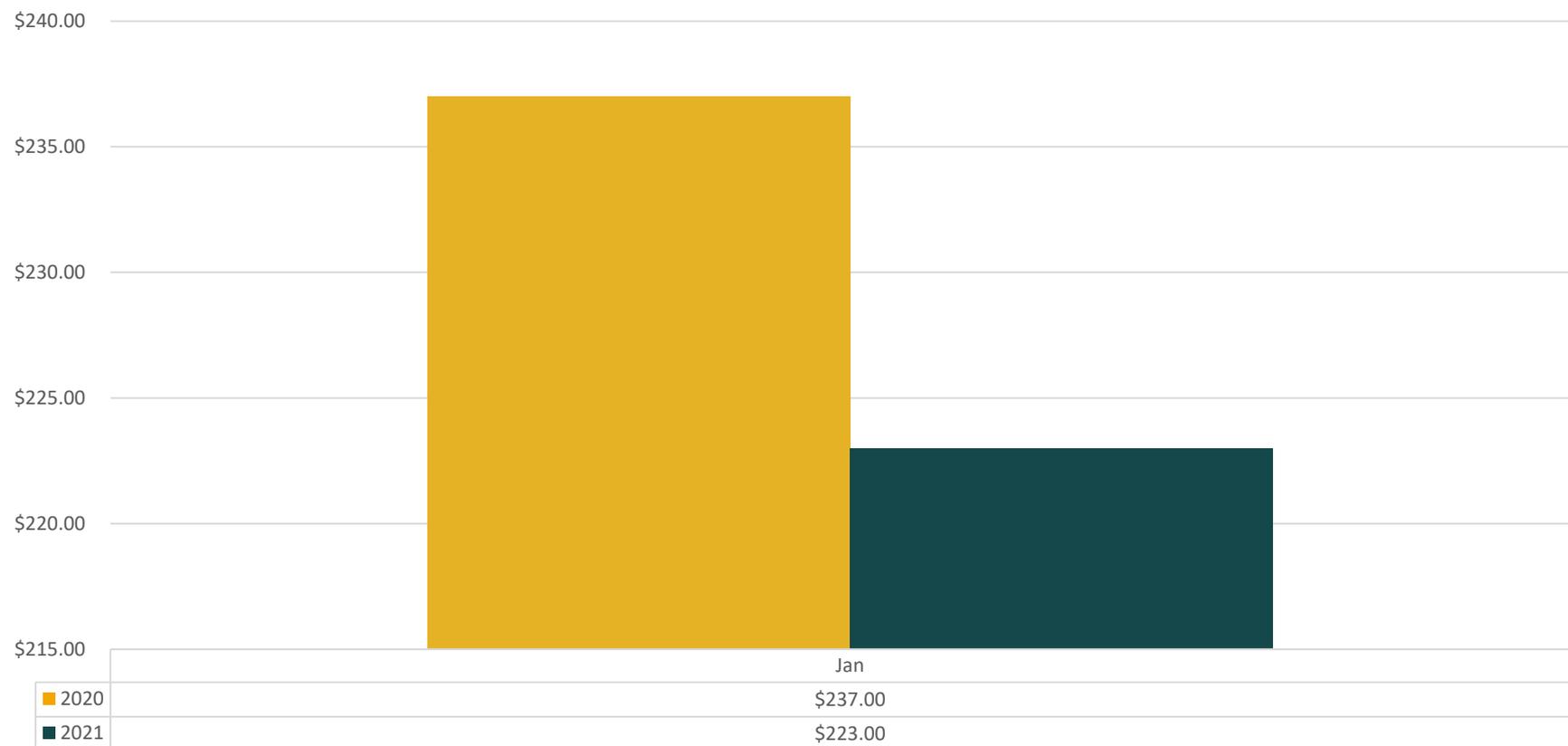
January Short-Term Rental Occupancy (%)



- Louisiana’s short-term lodging occupancy decreased 13.6% over last January.
- Since April, short-term lodging occupancy has grown 14%.

(Source: AirDNA)

### January Short-Term Rental ADR (\$)



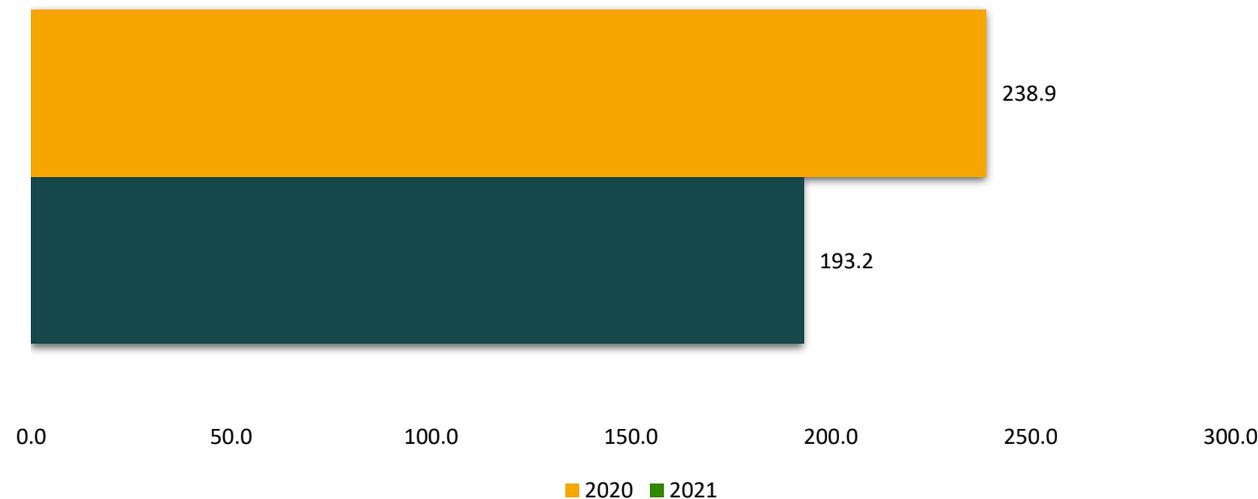
- Louisiana’s short-term lodging ADR decreased 6% over last January.
- Short-term lodging ADR is down 6% since April.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

*(Seasonally adjusted)*

January Tourism Jobs (in thousands)

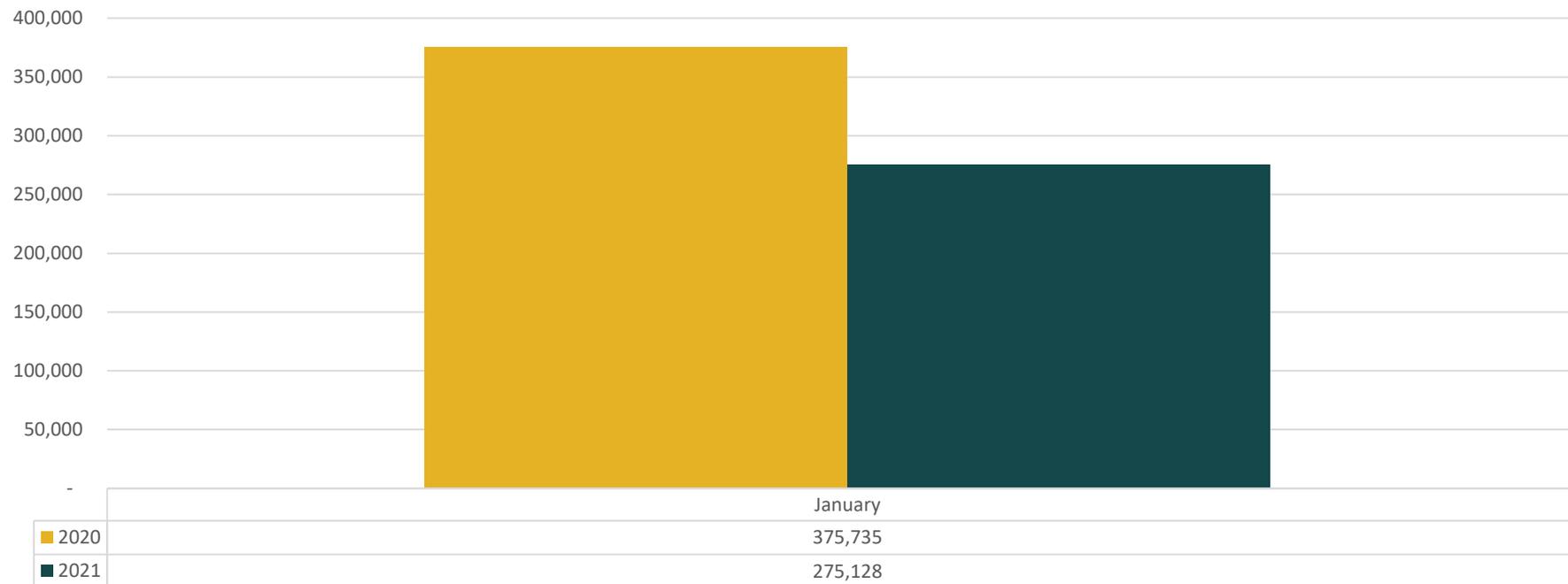


- Louisiana's leisure and hospitality jobs declined by 19% with a loss of 45,700 jobs over January 2020.
- In January, the number of jobs decreased slightly by 0.9% since December.  
(January jobs are preliminary.)
- Even after being the hardest hit U.S. industry during the pandemic, leisure and hospitality remains the 4th largest employer in the state.

(Source: BLS)

# LouisianaTravel.com

January Monthly Website Visits

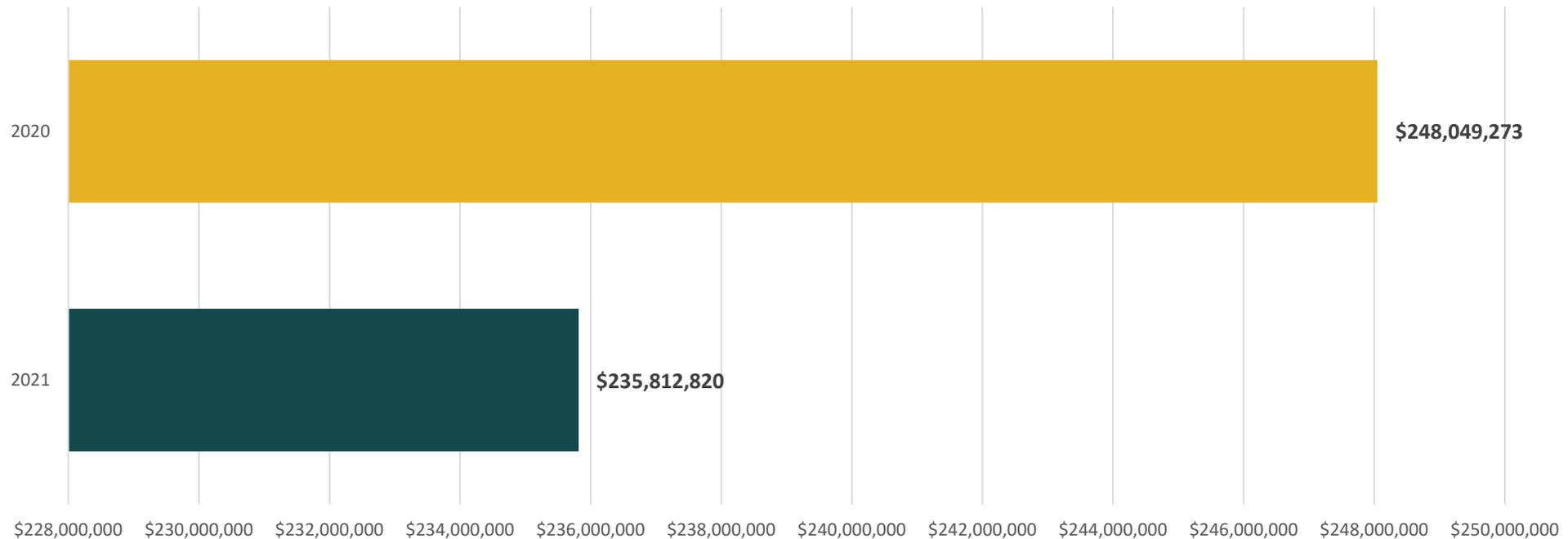


- Website visits (# of sessions) decreased 27% over January 2020 (sessions include desktop, tablet, and mobile).
- Signals of intent to travel declined 28% over last January.

(Source: Google Analytics & Miles Media)

# Louisiana Gaming Revenue

January Gaming Revenue



- Gaming revenue lost over \$12 million, a slight 4% decrease over January 2020.
- Video gaming revenue increased 18% year over year.

(Source: LA State Police)

# National Economic Impact

- In 2020, the U.S. travel economy lost more than \$500 billion, while travel industry unemployment peaked at 51%—more than double the national unemployment rate at the height of the Great Depression. Currently, the tourism and travel industry is projected to take five years to recover. *(USTA)*
- Due to the sharp drop in travel demand, hotel operations and room occupancy, state and local tax revenues were estimated to drop \$499.1 million in Louisiana in 2020. *(AHLA)*
- 46 million Americans plan to take a RV trip by June 2021. *(RV Industry Association)*
- More than half (80.2%) of Americans have plans for one or more upcoming trips, with July still looking like the peak travel month this year. *(Source: Destination Analysts)*
- Just under half of American travelers say they will take at least one trip in the next three months (February-April). Many of these trips will remain regional, although cities as a trip destination have grown in popularity (40.9%), surpassing small towns and rural destinations (31.6%). *(Source: Destination Analysts)*
- Parks rank second among Americans' perceived safe activities, behind only traveling in a car. *(US Travel Association)*
- Expected to be a 21% increase in business travel expenditure during 2021. *(Global Business Travel Association)*

